



**FACULTY OF COMMERCE & MANAGEMENT**

**Post Graduate Diploma in Marketing Management**

**Programme Educational Objectives**

PEO1: To enrich working professionals with current business knowledge and skills in the functional domain of marketing management.

PEO2: To provide learning avenues for managerial professional development and entrepreneurship.

PEO3: To inculcate professional ethics, human values and social responsibility for organizational and societal development.

**Programme Outcome**

After the successful completion of the one year PG Diploma in Marketing Management, the student will be able to:

PO1: Demonstrate professional capability for organizational development and lifelong learning.

**Programme Specific Outcomes**

After the successful completion of the one year PG Diploma in Human Resource Management, the student will be able to:

PSO1: Apply professional skills in the functional area of marketing management for organizational effectiveness.

PSO2: Appraise managerial issues and problems related to the global business and marketing management.

## Programme Matrix: POST GRADUCATION DIPLOMA IN MARKETING MANAGEMENT [2019 Batch]

### I SEMESTER

Course Type	Course Code	Course Title	Course Outcomes
<b>MIL [ Any ONE to be Opted]</b>			
<b>DSCC</b>	<b>DMG203A11</b>	<b>Management, Behaviour and Communication</b>	<ol style="list-style-type: none"> <li>1. Apply management thoughts and principles in making management decisions in business.</li> <li>2. Examine the theories and styles of leadership.</li> <li>3. Assess the impact of individual behavior on the behavior of organization.</li> <li>4. Execute skills in writing business communication.</li> </ol>
<b>DSCC</b>	<b>DMG203A12</b>	<b>Business Ethics and Corporate Governance</b>	<ol style="list-style-type: none"> <li>1. Examine the role of business ethics in functional areas of management.</li> <li>2. Judge business dilemmas to act in an ethical manner.</li> <li>3. Determine good corporate governance policies for ethical functioning of the organization.</li> </ol>
<b>DSCC</b>	<b>DMG203A13</b>	<b>Marketing Management</b>	<ol style="list-style-type: none"> <li>1. Execute the recent trends in marketing and their implications in business.</li> <li>2. Apply the principles of segmentation, targeting and positioning to launch a new product.</li> <li>3. Classify the elements of marketing mix.</li> </ol>
<b>DSCC</b>	<b>DMM203A11</b>	<b>Services Marketing</b>	<ol style="list-style-type: none"> <li>1. Differentiate the nature and characteristics of marketing of physical goods and services.</li> <li>2. Evaluate the quality of a service provider with the help of quality models.</li> <li>3. Determine a service marketing strategy by considering the promotion, demand and supply factors.</li> </ol>

## Programme Matrix: POST GRADUCATION DIPLOMA IN MARKETING MANAGEMENT [2019 Batch]

### II SEMESTER

Course Type	Course Code	Course Title	Course Outcomes
<b>MIL [ Any ONE to be Opted]</b>			
<b>DSCC</b>	<b>DMG203A21</b>	<b>Strategic Management</b>	<ol style="list-style-type: none"> <li>1. Examine the elements of strategic intent. Interpret impact of environmental forces.</li> <li>2. Classify the levels of strategy in an organization.</li> <li>3. Support the implementation process.</li> </ol>
<b>DSCC</b>	<b>DMM203A21</b>	<b>E-Marketing</b>	<ol style="list-style-type: none"> <li>1. Infer E-business models and their application.</li> <li>2. Identify E-marketing techniques used in E-businesses.</li> <li>3. Analyze online shopping websites and their features.</li> <li>4. Interpret the importance of mobile marketing.</li> </ol>
<b>DSCC</b>	<b>DMM203A22</b>	<b>Retail Management</b>	<ol style="list-style-type: none"> <li>1. Identify the strategies to understand the retail customer and their behavior.</li> <li>2. Structure the internal and external store designs of any retail store.</li> <li>3. Categorize the merchandising activities related to any store format.</li> <li>4. Create the promotional strategy for retail stores.</li> </ol>
<b>GE</b>	<b>DCS303A21</b>	<b>IT for Executives</b>	<ol style="list-style-type: none"> <li>1. Demonstrate the application of information technology in business.</li> <li>2. Use word processing, spreadsheets and presentation software at an intermediary level.</li> <li>3. Analyze the information systems that are used at various levels in an organization.</li> </ol>